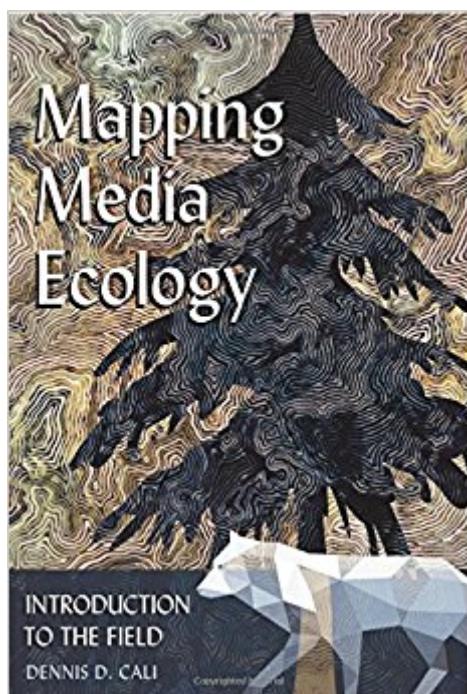


The book was found

# Mapping Media Ecology: Introduction To The Field (Understanding Media Ecology)



## **Synopsis**

Until now, the academic foundations of media ecology have been passed down primarily in the form of edited volumes, often by students of Neil Postman, or are limited to a focus on Marshall McLuhan and/or Postman or some other individual important to the field. Those volumes are invaluable in pointing to key ideas in the field; they provide an important and informed account of the fundamentals of media ecology as set forth at the field's inception. Yet there is more to the story. Offering an accessible introduction, and written from the perspective of a second generation scholar, this single-authored work provides a unified, systematic framework for the study of media ecology. It identifies the key themes, processes, and figures in media ecology that have coalesced over the last few decades and presents an elegant schema with which to engage future exploration of the role of media in shaping culture and consciousness. Dennis D. Cali offers a survey of a field as consequential as it is fascinating. Designed to be used primarily in media and communication courses, the book's goal is to hone insight into the role of media in society and to extend the understanding of the themes, processes, and interactions of media ecology to an ever-broader intellectual community.

## **Book Information**

Series: Understanding Media Ecology (Book 4)

Paperback: 282 pages

Publisher: Peter Lang Inc., International Academic Publishers; New edition edition (January 18, 2017)

Language: English

ISBN-10: 1433127636

ISBN-13: 978-1433127632

Product Dimensions: 6 x 0.8 x 8.9 inches

Shipping Weight: 1 pounds (View shipping rates and policies)

Average Customer Review: Be the first to review this item

Best Sellers Rank: #232,410 in Books (See Top 100 in Books) #91 in Books > Arts & Photography > Business of Art #491 in Books > Textbooks > Communication & Journalism > Media Studies #1890 in Books > Politics & Social Sciences > Social Sciences > Communication & Media Studies

## **Customer Reviews**

Dennis D. Cali (Ph.D., Louisiana State University) is Professor and Chair of the Communication

Department at the University of Texas at Tyler, where he has been awarded the President's Scholarly Achievement Award. He has authored or edited two other books, and his research appears in book chapters and in journals including *China Media Research*, *Critical Studies in Media Communication*, *Explorations in Media Ecology*, and the *Journal of Mass Media Ethics*, among others.

[Download to continue reading...](#)

Mapping Media Ecology: Introduction to the Field (Understanding Media Ecology) *Media Ecology: An Approach to Understanding the Human Condition* (Understanding Media Ecology) *Mapping America: Exploring the Continent* (Mapping (Black Dog)) *Colorado: Mapping the Centennial State through History: Rare And Unusual Maps From The Library Of Congress* (Mapping the States through History) *Massachusetts: Mapping the Bay State through History: Rare and Unusual Maps from the Library of Congress* (Mapping the States through History) *Social Media: Master Social Media Marketing - Facebook, Twitter, Youtube & Instagram* (Social Media, Social Media Marketing, Facebook, Twitter, Youtube, Instagram, Pinterest) *Social Ecology: Applying Ecological Understanding to our Lives and our Planet* (Social Ecology Series) *Field Guide to Binoculars and Scopes (SPIE Field Guide Vol. FG19)* (Apie Field Guides) *A Field Guide to Western Reptiles and Amphibians: Field marks of all species in western North America, including Baja California* (Peterson Field Guides(R)) *Social Media: Dominating Strategies for Social Media Marketing with Twitter, Facebook, Youtube, LinkedIn and Instagram*: Social Media, Network Marketing, Book 1 *Social Media: Strategies To Mastering Your Brand- Facebook, Instagram, Twitter and Snapchat* (Social Media, Social Media Marketing) *Social Media: 30 Marketing Strategies for Facebook, Twitter and Instagram* (Social Media, Facebook, Twitter, Instagram, Social Media Marketing) *Sport Beyond Television: The Internet, Digital Media and the Rise of Networked Media Sport* (Routledge Research in Cultural and Media Studies) *Maps and Mapping the World (Understanding Maps of Our World (Library))* *Media Now: Understanding Media, Culture, and Technology* *Scarpology - Mapping the Mandolin Fretboard and Introduction to Improvisation* *An Introduction to R for Spatial Analysis and Mapping* *Introduction To Concept Mapping In Nursing: Critical Thinking in Action* *Mapping: A Critical Introduction to Cartography and GIS* *Buddhism and Ecology: The Interconnection of Dharma and Deeds (Religions of the World and Ecology)*

[Contact Us](#)

[DMCA](#)

Privacy

FAQ & Help